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Electronic Patent Application Submission  
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EFS ID: 66978  
Application ID: 09988291  
Title of Invention: SYSTEM AND METHOD FOR  
GATHERING AND  
STANDARDIZING CUSTOMER  
PURCHASE INFORMATION FOR  
TARGET MARKETING  
First Named Inventor: Michael ROTHMAN et al  
Domestic/Foreign Application: Domestic Application  
Filing Date: 2001-11-19  
Effective Receipt Date: 2004-08-19  
Submission Type: Information Disclosure  
Statement  
Filing Type:  
Confirmation number: 8456  
Attorney Docket Number: NONE



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Total Fees Authorized:

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Electronic Version v1.1  
Stylesheet Version v1.1.0

Title of Invention	SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING																
<table border="0"><tr><td>Application Number:</td><td>09/988291</td><td></td></tr><tr><td>Date:</td><td>2001-11-19</td><td></td></tr><tr><td>First Named Applicant:</td><td colspan="2">Michael ROTHMANet al</td></tr><tr><td>Confirmation Number:</td><td>8456</td><td></td></tr><tr><td>Attorney Docket Number:</td><td></td><td></td></tr></table> <div style="text-align: right;"><b>RECEIVED</b> AUG 25 2004 GROUP 3600</div>			Application Number:	09/988291		Date:	2001-11-19		First Named Applicant:	Michael ROTHMANet al		Confirmation Number:	8456		Attorney Docket Number:		
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<p>I hereby certify that the use of this system is for OFFICIAL correspondence between patent applicants or their representatives and the USPTO. Fraudulent or other use besides the filing of official correspondence by authorized parties is strictly prohibited, and subject to a fine and/or imprisonment under applicable law.</p> <p>I, the undersigned, certify that I have viewed a display of document(s) being electronically submitted to the United States Patent and Trademark Office, using either the USPTO provided style sheet or software, and that this is the document(s) I intend for initiation or further prosecution of a patent application noted in the submission. This document(s) will become part of the official electronic record at the USPTO.</p> <table border="1"><thead><tr><th>Submitted by:</th><th>Elec. Sign.</th><th>Sign. Capacity</th></tr></thead><tbody><tr><td>Stephen Schreiner Registered Number: 43097</td><td>Stephen Schreiner</td><td>Attorney</td></tr></tbody></table> <table border="1"><tr><td>Documents being submitted us-ids</td><td>Files 2IDS47004180CAT6-usidst.xml us-ids.dtd us-ids.xsl</td></tr></table> <div>Comments</div>			Submitted by:	Elec. Sign.	Sign. Capacity	Stephen Schreiner Registered Number: 43097	Stephen Schreiner	Attorney	Documents being submitted us-ids	Files 2IDS47004180CAT6-usidst.xml us-ids.dtd us-ids.xsl							
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## ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

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Title of  
Invention

SYSTEM AND METHOD FOR GATHERING AND  
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INFORMATION FOR TARGET MARKETING

Application Number: 09/988291  
Confirmation Number: 8456  
First Named Applicant: Michael ROTHMAN et al  
Attorney Docket Number:



Art Unit: 3624  
Examiner: Geoffrey Akers

Search string: ( 5500514 or 5500681 or 5504519 or 5508731  
or 5513102 or 5513117 or 5521363 or 5523794  
or 5537314 or 5551021 or 5563933 or 5564073  
or 5570295 or 5594493 or 5603025 or 5604542  
or 5612868 or 5634101 or 5652602 or 5664115  
or 5665953 or 5671267 or 5671409 or 5682524  
or 5689100 or 5710886 or 5715402 or 5721831  
or 5724424 or 5727163 or 5749178 or 5758328  
or 5761647 or 5761661 or 5765143 or 5767896  
or 5787403 or 5794178 or 5794207 or 5806044  
or 5806045 or 5815127 or 5819092 or 5819285  
or 5832457 or 5835087 or 5842178 or 5845259  
or 5862223 or 5870721 ).pn.

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### US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
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	50	5870721	1999-02-09	Norris

Signature

Examiner Name	Date